



The VOICE of Business

Ashley Chapman "Scoops" Audience at Dinner

An easy speaking style, lots of humour and providing Chapman's ice cream for the Sundae Bar all contributed to the warm reception Ashley Chapman, VP Chapman's Ice Cream received at the Chamber's recent 16th Annual Chamber Business Dinner.

As Ashley told the story of Chapman's Ice Cream and how it grew from a small family enterprise to a national brand, he had 3 suggestions for business:

- Ensure your business has Business Interruption Insurance - it will help you to get through unforeseen disasters
- Back up your data every day and ensure it is stored off-site
- Expand your social media marketing - make it funny



Ashley joined some of the Chamber Directors and Staff for the Lunch at Joe Beeverz Bar & Grill the day he spoke at the Chamber Business Dinner.



Ashley Chapman, VP Chapman's Ice Cream kept the audience entertained as he told the story of Chapman's Ice Cream.
Photo courtesy Thom Barker.

He concluded his remarks by telling the audience that as business people, they know that sooner or later their business will run into some difficulty. "Don't give up," he said. "You will overcome."

Joel Martinuk, the Chamber's Vice-President and Executive Director, Juanita Polegi had the pleasure of taking Ashley on a tour of Yorkton the following morning. Ashley indicated he was impressed by the beauty of the city, the amenities it has to offer and the friendliness of the people.

Interesting Facts About Chapman's Ice Cream:

- Began producing ice cream in 1973 at Markdale, ON - a town of about 1400 people
- Currently employs nearly 500 full time employees
- In 2013, produced 130 million litres of ice cream!
- Use 100% Canadian dairy products for all Chapman's Ice Cream and Frozen Yogurt
- Read the Label - frozen dessert is not ice cream as the butterfat is replaced with vegetable oil

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Yorkton Chamber of Commerce

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New Look for Sign Board



The Sign Board is beginning to fill once again! New LED lights have been installed across the top so the signs are visible 24-7. To learn more about this unique advertising tool, contact the Chamber office.

Upcoming Dates to Remember

- November 1**
Nominations due for both 2014 and 2015 Sask Order of Merit.
- November 5 - 8**
Harvest Showdown
- November 15**
Deadline for voting
for Chamber Directors
- November 29**
Yorkton's Santa Claus Parade

Directors at Play



Director Stephanie Buckle and Co-Chair of the Events Committee, Carol Yaholnitsky had lots of fun creating and designing the decorations for the recent Chamber Business Dinner. "Fun" was the theme of the decorations as it goes so naturally with the consumption of ice cream!

Pizza Farm = Ag Awareness

Grade 4 students checking out a combine at the Ministry of Agriculture's "Pizza Farm" south of Yorkton. The farm demonstrates all the ingredients for a pizza grown by Sask Farmers. And some of the machinery used to harvest the crops.



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Affinity Programs Benefit Chamber Members

The Chamber Staff and Directors often mention that one of the many benefits of being a Chamber member is the access to affinity programs. Some of these programs are available only to Chamber members; while others are available to all businesses but provide a preferred rate for Chamber members. Some of the programs have been with the Chamber network for years; some have just recently joined. Below is a brief description about the various affinity programs approved by the Canadian Chamber of Commerce currently available to Chamber members:

Chamber Group Insurance Plan

This program has been available for several years. It's viewed as one of the most flexible and affordable benefits programs available to businesses, including farms and ranches, with 1 to 50 employees. In fact, over 90 Yorkton Chamber members utilize this program. To learn more, contact Barry Zapshalla Investment & Insurance Solutions (306)786-6262 or visit www.chamberplan.ca



Chamber Merchant Services by First Data

Members receive preferred rates on electronic payment processing services including: credit, debit, ecommerce, mobile commerce, cheque guarantee and gift cards. To learn more, contact a Merchant Advisor at 1-866-228-6184 or visit Chamber Merchant Services by First Data www.chambermerchantservices.ca




Esso Business Card Program

Whether you have a small sales force or a large fleet of service vehicles, the Esso Business Card program gives you exceptional fuel savings, powerful and

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Did You Know?

- At the recent Chamber Business Dinner, the Chamber raised \$665 in a raffle which will be sent to the Parkland College for a scholarship. The Chamber will send an additional \$335 to the College for a total contribution of \$1000. The Government of Saskatchewan will match that contribution. The Chamber has requested that the College select 2 students in the Business Program to receive scholarships valued at \$1000 each. Thanks to all who purchased tickets at the Dinner to enable this to happen!
- Yorkton Chamber now has a twitter account. You can follow the Chamber at @Yorkton Chamber And if your business has a facebook page, is a



Business Students at the Parkland College will benefit from 2 scholarships provided by the Yorkton Chamber of Commerce.

Chamber member and "likes" the Chamber, the Chamber will "like" your page. The Chamber currently has 480 friends.